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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** SWIX, Scott R.

**Group Art Unit:** 3622

**Application No.** 10/020,779

**Examiner:** VAN BRAMER, John W.

**Filed:** December 14, 2001

**Attorney Docket:** 01377

**TITLE:** "Advertising and Content Management Systems and Methods"

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being electronically transmitted via the USPTO EFS web interface on the date indicated below.

Scott P. Zimmerman

Name of Person Transmitting This Paper

A handwritten signature in black ink, appearing to read "Scott P. Zimmerman", is written over a faint, stylized circular graphic.

April 16, 2010

Date of Transmission

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**RESPONSE TO MARCH 16, 2010 NOTICE OF  
NON-COMPLIANT AMENDMENT**

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Commissioner for Patents:

The Assignee respectfully requests entry of the following amendment and remarks in response to the Notice mailed March 16, 2010. The previously submitted amendment was denied entry as being unresponsive. The Assignee hereby resubmits claim amendments to a consistent invention.